



Nov 19, 2024

Job Posting

Job Title: Communications Manager (Salaried, Exempt)

Organization: Pasadena Playhouse

Department: Marketing & Communications

Reports to: Senior Director, Creative, Content, and Communications

Direct reports: none

About the Playhouse: The recipient of the 2023 Regional Theater Tony Award, Pasadena Playhouse is one of the top regional theaters in the country and the State Theater of California. Under the leadership of Producing Artistic Director Danny Feldman, it presents a full season of artistically innovative productions and engaging educational outreach activities to nearly 150,000 Southern California residents annually in two spaces: the 643-seat main stage theater and the 99-seat flexible Carrie Hamilton Theater. By focusing on the creation of great productions, the expansion of educational and outreach programs, the development of new plays, and the creation of innovative programs to build community, the Playhouse will continue to be a leader in the theater industry.

About the Position: Pasadena Playhouse is looking for an exceptional individual to provide support to the Marketing and Communications Department to ensure the proper coordination of all the stories we tell through multiple channels including digital, social, website, press and media, video, photo, on-site materials, and more. This position works closely with the Senior Director; Creative, Content, and Communications to create dynamic copy relating to programming across the organization, activate all email and social communications in order to engage with fans/patrons continually, and establish communication systems using multiple digital platforms. Must have the ability to work nights and weekends as needed.

Responsibilities:

- Communications
 - Work with the Senior Director; Creative, Content, and Communications to create dynamic copy relating to all shows, Membership programs, and Youth and Family programs
 - Research and recommend press outlets and influencer outreach.
 - Manage social media conversations in coordination with the Digital Marketing Coordinator.
 - Collect and organize cast/creative team materials for show programs including headshots and bios.
 - Proofreading and routing materials as needed to support the communications efforts, including press releases, email copy, etc.
 - Manage regular auditing and updating of the website and public-facing communication outlets.
 - Update event listings for all productions



- o Assist in photo/video creation and digital asset management.
- o Assist with event preparation, set up, execution, and clean up, as needed
- o Manage the all communication schedules using project management system (ClickUp) and social media scheduling system (Sprout)
- o Manage Opening Night event invites for press, influencers, and red carpet list with Senior Director, Creative, Content, and Communications
- o Manage Opening Night event seating with Digital Marketing Coordinator and greater Marketing and Communications team
- o Act as day-of-event point person for all red carpet attendees of Opening Nights throughout the season
- Content Creation
 - o Manage the creation of the program for all performances.
 - o Draft show, email, program and website copy
 - o Provide social media and content support for all audience development and promotion events
- Administrative Support
 - o Provide database, list and reporting support using ClickUp and Tessitura, Sprout, Cision, TNEW and Pro2
 - o Maintain brand style guide and formatting standards
 - o Other duties as assigned to support the needs of the department and the organization.

Minimum Qualifications and Competencies:

Education/Experience: Bachelor's degree or equivalent work experience. Two to three years in marketing/communications or office environment. Proficiency in G-Suites and Microsoft Applications. Proficiency in Project and Scheduling Management systems (i.e. ClickUp, Asana, Monday, Sprout, etc.) strongly preferred. Ability to work with and support a team. Previous experience in copywriting, and email and social media marketing a plus.

Supplemental Functions: Perform other duties as assigned. The employee is occasionally required to lift and/or move up to 15 pounds.

Working Conditions: No major sources of discomfort, standard office environment; regular exposure to video terminal displays. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Compensation: Compensation is \$65,000 - \$70,000 (Salaried, Non-Exempt). Benefits package includes medical, dental, vision, life insurance coverage and PTO. Start date is immediate.

To Apply: Please email cover letter resume, and writing samples to nmueller@pasadenaplayhouse.org. No phone calls please.



We work to maintain a positive environment for our employees, where people can learn, grow and thrive with the company. We strive to provide a collaborative, creative, transparent workplace where each person feels encouraged to contribute to our processes, decisions, planning and culture.

The Pasadena Playhouse is an Equal Opportunity Employer.